

# PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2001-184289  
(43)Date of publication of application : 06.07.2001

(51)Int.Cl.

G06F 13/00  
G06F 3/00  
G06F 17/30

(21)Application number : 11-369175

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(22)Date of filing : 27.12.1999

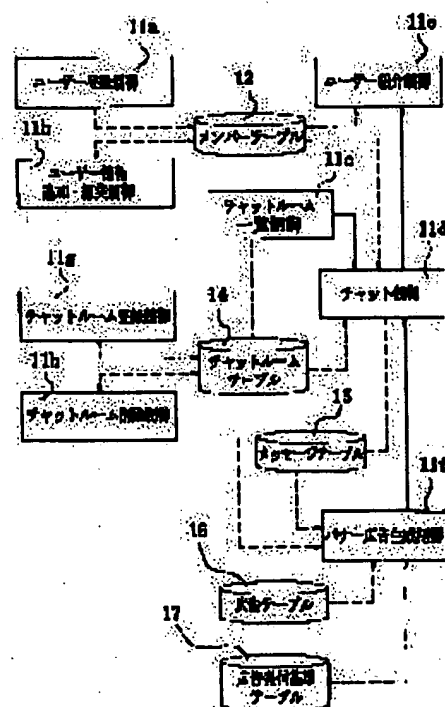
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## (54) CHAT SYSTEM AND INFORMATION OFFERING SYSTEM ON INTERNET INCLUDING THE CHAT SYSTEM

### (57)Abstract:

**PROBLEM TO BE SOLVED:** To provide an advertisement information further useful to a member in a chat system for offering a chat room in which a member can participate.

**SOLUTION:** This system is provided with a message table 15, an advertisement transmission reference table 17 including a keyword, an advertisement table 16 for storing advertisement information, and a control part 11. The message table 15 stores the message of the member in the chat room. The control part 11 reads and displays the message contents from the message table 15 in a chat room designated by the member. When a keyword in the advertisement transmission reference table 17 is present in the message contents of the member read and displayed from the message table 15, the control part 11 reads advertisement information corresponding to the keyword or the message contents from the advertisement table 16, and offers it to the member who left the message.



### LEGAL STATUS

[Date of request for examination] 29.07.2002  
[Date of sending the examiner's decision of rejection] 06.09.2005  
[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]  
[Date of final disposal for application]

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[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

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